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1. Introduction

Businesses have long sought to distract and attract the attention of potential customers that live in a world of ever-increasing commercial bombardment. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person's time to inform him or her of the amazing and different attributes of the product at hand. Because of the constant media saturation that most people experience daily, they eventually become numb to the standard marketing techniques. The challenge of the marketer is to find a hook that will hold the subject's attention.

1.1 Celebrity

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics cannot be observed, it can be said that within a corresponding social group, celebrities generally differ from the social norm and enjoy a high degree of public awareness.

Among the classic forms of celebrities are actors, models, television-serial stars, sports person etc. Further “celebrity” refers to “an individual who is known to the public, such as actors, sport figures, entertainers etc.”

1.2 Non- Celebrity

When an organization cannot find a celebrity that is in unison with the organizations brand image, they can create their own “celebrity” endorser, i.e. a created spokesperson. There are two types of created spokespersons an organization can create; either real people acting out a role or animated/imaginary roles.

For Indian context, Very few of the participants have actually bought products endorsed by celebrities. Every advertisement does not require a celebrity to endorse it. There are many advertisements which have never felt the need of doing so. For example Fevicol, Vim, Lifebuoy, Amul. Rather, there are a few noted ads

where the owner is seen endorsing their own commodity, such as Mahashay Dharampal of MDH Masala and Rajeev Reddy of Country Club.

1.3 Celebrity Endorsement

Endorsement is a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/ her personality, popularity, stature in the society or expertise in the field to the brand. In a market with a very high proliferation of local, regional and international brands, celebrity endorsement was thought to provide a distinct differentiation.

1.4 Essentials of Celebrity Endorsements

- Attractiveness of the celebrity: This principle states that an attractive endorser will have a positive impact on the endorsement. The endorser should be attractive to the target audience in certain aspects like physical appearance, intellectual capabilities, athletic competence, and lifestyle. It has been proved that an endorser that appears attractive as defined above has a greater chance of enhancing the memory of the brand that he/ she endorses.
- Credibility of the celebrity: This principle states for any brand-celebrity collaboration to be successful, the personal credibility of the celebrity is crucial. Credibility is defined here as the celebrities' perceived expertise and trustworthiness. As celebrity endorsements act as an external cue that enable consumers to sift through the tremendous brand clutter in the market, the credibility factor of the celebrity greatly influences the acceptance with consumers.
- Meaning transfer between the celebrity and the brand: This principle states that the success of the brand-celebrity collaboration heavily depends on the compatibility between the brand and the celebrity in terms of identity,

personality, positioning in the market vis-à-vis competitors, and lifestyle. When a brand signs on a celebrity, these are some of the compatibility factors that have to exist for the brand to leverage the maximum from that collaboration.

Even though these three major principles must be adhered to by companies, practically it might be difficult to find celebrities that satisfy all these three conditions. Depending on the nature of the brand and the kind of product being used, companies can selectively emphasize one factor over the other.

1.5 Celebrity Endorsements- Do's and Don'ts

All brands must be aware of some of the important aspects of celebrity branding as discussed below:

- **Consistency and long-term commitment:** As with branding, companies should try to maintain consistency between the endorser and the brand to establish a strong personality and identity. More importantly, companies should view celebrity endorsements as long-term strategic decisions affecting the brand.
- **Three prerequisites to selecting celebrities:** Before signing on celebrities to endorse their brands, companies need to ensure that they meet three basic prerequisites, namely, the endorser should be attractive, have a positive image in the society, and be perceived as having the necessary knowledge (although it might be difficult of a celebrity to meet all three prerequisites).
- **Celebrity-brand match:** Consistent with the principles discussed earlier, companies should ensure a match between the brand endorsed and the

endorser so that the endorsements are able to strongly influence the thought processes of consumers and create a positive perception of the brand.

- **Constant monitoring:** Companies should monitor the behavior, conduct and public image of the endorser continuously to minimize any potential negative publicity. One of the most effective ways to do this is to ensure that celebrity endorsement contracts are effectively drafted, keeping in mind any such negative events.
- **Selecting unique endorsers:** Companies should try to bring on board those celebrities who do not endorse competitors' products or other quite different products, so that there is a clear transfer of personality and identity between the endorser and the brand.
- **Timing:** As a celebrities command a high price tag, companies should be on the constant lookout for emerging celebrities who show some promise and potential and sign them on in their formative years if possible to ensure a win-win situation.
- **Brand over endorser:** When celebrities are used to endorse brands, one obvious result could be the potential overshadowing of the brand by the celebrity. Companies should ensure that this does not happen by formulating advertising collaterals and other communications.
- **Celebrity endorsement is just a channel:** Companies must realize that having a celebrity endorsing a brand is not a goal in itself; rather it is one part of the communication mix that falls under the broader category of sponsorship marketing.
- **Celebrity ROI:** Even though it is challenging to measure the effects of celebrity endorsements on companies' brands, companies should have a system combining quantitative and qualitative measures to measure the overall effect of celebrity endorsement on their brands.

- **Trademark and legal contracts:** Companies should ensure that the celebrities they hire are on proper legal terms so that they don't endorse competitors' products in the same product category, thereby creating confusion in the minds of the consumers.

These guidelines are intended to provide companies a useful framework that they can use while deciding on the celebrities to endorse their brand.

2.1 FMCG

Fast-moving consumer goods (**FMCG**) or **consumer packaged goods** (**CPG**) are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, processed foods and many other consumables. In contrast, durable goods or major appliances such as kitchen appliances are generally replaced over a period of several years.

FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCGs, such as meat, fruits and vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as alcohol, toiletries, pre-packaged foods, soft drinks, chocolate, candies, and cleaning products, have high turnover rates. The sales are sometimes influenced by some holidays and season.

Though the profit margin made on FMCG products is relatively small (more so for retailers than the producers/suppliers), they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial. FMCG is a classic case of low margin and high volume business.

2.2 Characteristics

The following are the main characteristics of FMCGs:

1. **From the consumers' perspective**
   - Frequent purchase
   - Low involvement (little or no effort to choose the item)
   - Low price
   - Short shelf life
   - Must use for daily consumption

2. **From the marketers' angle**
   - High volumes
   - Low contribution margins

- Extensive distribution networks
- High stock turnover

2.3 List of FMCG Companies

Fast-moving consumer goods (FMCG) companies, including subsidiaries of multinational FMCG firms that are listed in India are:

- GlaxoSmithKline Consumer Healthcare
- Suraj FMCG
- Pidilite Industries
- Amul
- Godrej Consumer Products Limited
- Dabur India Ltd.
- Emami
- Zydus Wellness
- Britannia
- Wipro Consumer Care & Lighting Ltd.
- Marico
- Future Consumer Enterprises Ltd.
- CavinKare
- Parle Agro
- Jyothy Laboratories
- Haldiram's
- Nirma
- Himalaya Healthcare Ltd.
- Bikanervala
- Manpasand Beverages Limited

3.1 Review of Literature:

A literature review is both a summary and explanation of the complete and current state of knowledge related to selected area of study has found in academic books and journal articles. It is an account of what has been publishes on a topic by accredited scholars and researchers. A review of published work should describe, summarize, evaluate and clarify the reviewed literature. It should lend a theoretical base for the research.

All literature in the review must be read, evaluated and analyzed and relationships between various works must be identified and articulated, in relation to the field of research. The review literature test the research question against what is already known about the subject.

Tabular Representation of the Research Papers Reviewed

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
1.	Johns, R. and E. Rebecca	2016	Transition of self: Repositioning the celebrity brand through social media—The case of Elizabeth Gilbert	This study focuses on the use of social media by celebrities to strengthen the celebrity brand	Convenience Sampling	Article focus is only on transitioning of the celebrity brand
2.	Alicia, K., I. Jasmina and M. B. Stacey	2016	When Your Source Is Smiling, Consumers May Automatically Smile with You: Investigating the Source Expressive Display Hypothesis	Investigating the Source Expressive Display Hypothesis	Simple Random Sampling	The emotional appeal will not make a brand successful for a long period of time.
3.	Jean, L.H., K. Mathieu and D. Christian	2016	"I support your team, support me in turn!" ☆: The driving role of consumers' affiliation with the sponsored entity in explaining behavioral effects of sport sponsorship leveraging	Briefly examines the combined effects of leveraging activities with sponsorship	Simple Random Sampling	The brand cannot be connected to sponsorship events always

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
4.	Dwivedi, A., L. W. Johnson and E. Robert	2015	Celebrity endorsement, self-brand connection and consumer-based brand equity	Examine the impact of celebrity endorser credibility on consumer	Convenience Sampling	Does not deal with the study of negative impact of celebrity endorsement on consumers and product
5.	Jiang, J., Y. H. Huang, F. Wu, H. Y. Choy and D. Lin	2015	At the crossroads of inclusion and distance: Organizational crisis communication during celebrity-endorsement crises in China	Examines the organizational crisis communication during celebrity-endorsement crises in China	Stratified Sampling	Does not deal with the positive aspect of celebrity endorsing a brand
6.	Fillisa, I	2015	The production and consumption activities relating to the celebrity artist	Considers the impact of the celebrity artist on the associated production and consumption activities	Simple Random Sampling	It ignores all other factors which contribute in making a brand successful.
7.	Jennifer, E. E. and J. R. Bettman	2015	Managing Brand Meaning through Celebrity Endorsement, in Deborah	Explores how marketers can manage brand meaning through the use of celebrity endorsements	Quota Sampling	Company should also focus on improving the product quality

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
8.	Dan, B	2015	Towards an international understanding of the power of celebrity persuasions: a review and a research agenda	It understands the power of celebrity persuasions	Convenience Sampling	It should also explore whether celebrity endorsement matters, and how deficiencies might be addressed
9.	Davies, F. and S. Slater	2015	Unpacking celebrity brands through unpaid market communications	It explores the role of unpaid communications in informing consumer decisions on celebrity brands.	Stratified Sampling	This article addresses the gap that unpaid messages in relation to celebrity events enhance endorsement potential for associated, but not unrelated, products.
10.	Kumar, B., J. Parmar and Rajnikant P. Patel	2015	Measuring the impact of celebrities and non-celebrities endorsement on purchase	It measures the impact of celebrity and non celebrity endorsement	Quota Sampling	The sample area of this research paper is small
11.	Jaikumar, S.and A. Sahay	2015	Celebrity endorsements and branding strategies: event study from India	It evaluate the economic value of celebrity endorsements to Indian firms based on their branding strategy	Simple Random Sampling	It does not explore why the congruence between brand & celebrity has no impact on return to endorsement

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
12	Johns, R. and B. Weir	2015	The power of celebrity-Exploring the basis for Oprah's successful endorsement of Australia as a vacation destination	It focuses on a close analysis of the content of the broadcasts to explore why the approach chosen for the campaign was successful	Convenience Sampling	This research does the longitudinal research which is time consuming.
13	Roy, S., A. Guha and A. Biswas	2015	Celebrity endorsements and women consumers in India: how generation-cohort affiliation and celebrity-product congruency moderate the benefits of chronological age congruency	It examines the joint impact of celebrity-consumer age congruency, generation-cohort affiliation, and celebrity-product congruency on consumers' evaluations	Stratified Sampling	It does not include the men in the study
14	Bhargava, A.	2015	Proliferation of the Role of Celebrity Endorsement on Consumer Buying Behaviour: A Descriptive Study	It focuses on examining the perception of Indian consumers about celebrity endorsements	Quota Sampling	The study ignores the aspect of liking a product or increase of sales of a product like the features, price, availability, etc

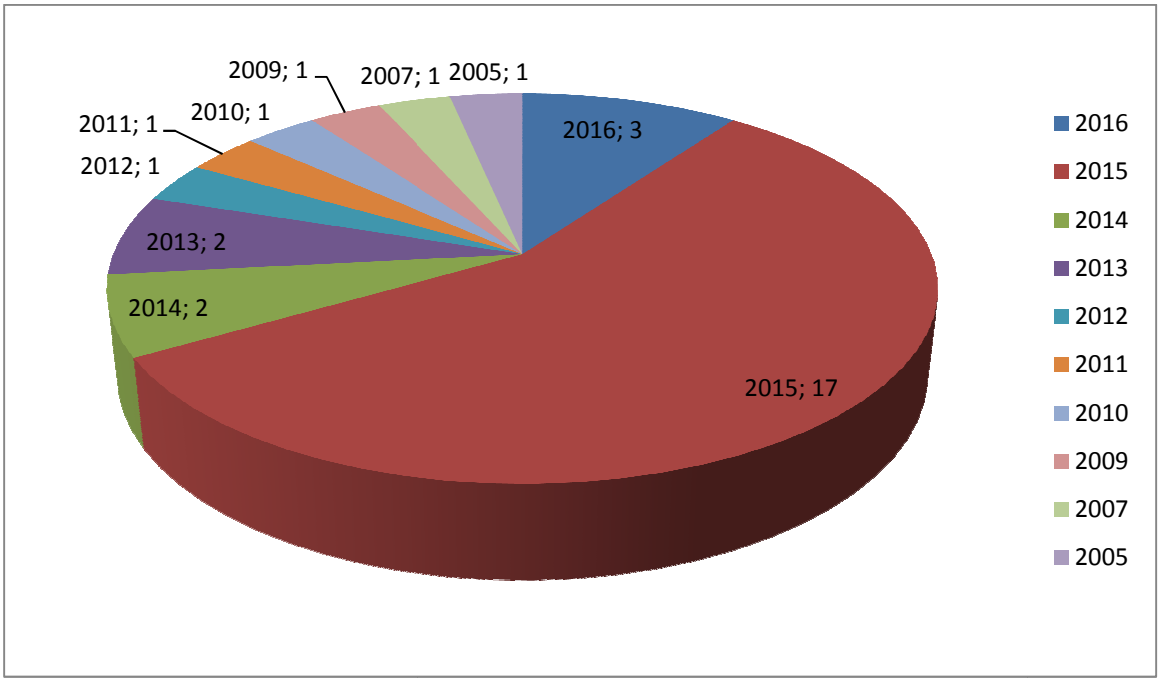
No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
15.	Abirami, U. Krishnan and Jayasree	2015	Role of celebrity - brand congruency in building brand image	It examines the role of celebrity	Convenience Sampling	it does not study the non celebrity advertisement
16.	Ilicic, J. and C. M. Webster	2015	Consumer values of corporate and celebrity brand associations	This study aims to explore consumer brand associations and values derived from a corporate brand and a celebrity brand endorser prior to their endorsement	Stratified Sampling	It ignores the impact of celebrity on the purchase of the company
17.	Zamudio, C	2015	Matching with the stars: How brand personality determines celebrity endorsement contract formation	It estimates the influence of brand personality on celebrity endorsement contract formation	Quota Sampling	It should also study the impact of celebrity on brand when he/ she get stuck in a scandal
18.	Moulard, J. G., C. P. Garrity and D. H. Rice	2015	What Makes a Human Brand Authentic? Identifying the Antecedents of Celebrity Authenticity	This research fills this void by identifying the antecedents of celebrity authenticity	Simple Random Sampling	It should also have studied the consequences of the celebrity authenticity.
19.	Roy, S. and S. Bagdare	2015	The Role of Country of Origin in Celebrity Endorsements: Integrating Effects of Brand Familiarity	It examines a role of country of origin in celebrity endorsement	Simple Random Sampling	This research paper does not study the other methods to overcome the competition faced by them from the foreign companies

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
20.	Spry, A., R. Pappu and T. B. Cornwell	2015	Celebrity endorsement, brand credibility and brand equity	It examine the impact of celebrity credibility on consumer-based equity of the endorsed brand	Stratified Sampling	This research paper should also study the factors that affect the celebrity endorsement directly
21.	Dr. Arora, A. and K. Sahu	2014	Celebrity endorsement and its effect on consumer behavior	It focuses on the effect of celebrity endorsement on consumer's buying behaviors	Convenience Sampling	It should also study the needs and wants of the customers
22.	Dixon, H., M. Scully, P. Niven1, B. Kelly, K. Chapman, R. Donovan, J. Martin, L. A. Baur, D. Crawford and M. Wakefield	2014	Effects of nutrient content claims, sports celebrity endorsements and premium offers on pre-adolescent children's food preferences: experimental research	This study experimentally tested pre-adolescent children's responses to three common food marketing techniques: nutrient content claims, sports celebrity endorsements and premium offers	Simple Random Sampling	It does not study the other factors which attracts the children towards the unhealthy products
23.	Belcha, G. E. and M.A. Belch	2013	A content analysis study of the use of celebrity endorsers in magazine advertising	It studies the use of celebrity endorsers in magazine advertising	Simple Random Sampling	It does not study the other advertisement contained in the magazine

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
24.	Hollensen, S. and C. Schimmelpfennig	2013	Selection of celebrity endorsers: A case approach to developing an endorser selection process model	This paper aims at shedding light on the various avenues marketers can undertake until finally an endorsement contract is signed	Convenience Sampling	It should also pay attention on how to make the non celebrity advertisement.
25.	Wei, P. H. and H. P. Lu	2012	An examination of the celebrity endorsements and online customer reviews influence female consumers' shopping behavior	It compare the influence of celebrity endorsements to online customer reviews on female shopping behavior	Simple Random Sampling	It should also have studied the male consumers
26.	Jain, V.	2011	Celebrity Endorsement and Its Impact on Sales: A Research Analysis Carried Out In India	It explores the celebrity endorsement and its impact on sales	Stratified Sampling	It does not deal with the impact of celebrity endorsement on other factors also.
27.	Knight, E. H. and L. Hurmerinta	2010	Who endorses whom? Meanings transfer in celebrity endorsement	It explores who endorses whom?	Simple Random Sampling	It does not study the other factors of brand alliance with may increase the sales

No.	Name/s of the Author	Year of Publication	Title of the Paper	Objectives/Description of the Study	Sampling Method	Research Gap
28.	White, D. W., L. Goddard and N. Wilbur	2009	The effects of negative information transference in the celebrity endorsement relationship	It tests empirically the impact of negative information about a celebrity spokesperson on consumers' perceptions of the endorsed brand.	Convenience Sampling	It does not study the positive aspect of celebrity endorsement on the product of the company
29.	Seno, D. and B. A. Lukas	2007	The equity effect of product endorsement by celebrities: A conceptual framework from a co-branding perspective	It outlines a conceptual framework that can be used to organize and guide future research into how celebrity product endorsement creates equity for both the endorsed product-brand and the endorsing celebrity.	Stratified Sampling	It should have also studied the other factors which serve as mediators in the equity-creation process
30.	Costanzo, P.J. and J. E. Goodnight	2005	Celebrity Endorsements: Matching Celebrity and Endorsed Brand in Magazine Advertisements	It explores the matching concept of celebrity endorsement	Simple Random Sampling	It does not study the impact of television actor acting as a celebrity endorser.

Year Wise Distribution of Research Articles:



Book Review

Book Review 1:

Name of the Book: Advertisement and Promotion

Author	:	Dr. George E. Belch
Co- author	:	Dr. Michael A. Belch and Dr. Keyoor Purani
Publisher	:	Mc Graw Hill Education
Publish Date	:	2013
ISBN-13	:	978-1-25-902685-0
ISBN-10	:	1-25-902685-X
Number of Pages	:	1016

1.1 About the Authors:

Dr. George E. Belch is professor of marketing and chair of the marketing department at San Diego State University, where he teaches integrated market communications, strategic marketing planning, and consumer/ customer behaviour. Prior to joining San Diego State, he was a member of the faculty in the Graduate School of Management, University in California, Irvine.

Dr. Michael A. Belch is a professor of marketing at San Diego State University and is also co-director of the Centre for Integrated Marketing Communications at San Diego State. He received his undergraduate degree from Penn State University, his MBA from Drexel University, and his PhD form the University of Pittsburgh.

Dr. Keyoor Purani is associate professor at Indian Institute of Management (IIM) Kozhikode. He is a BE in electrical engineering, MBA in marketing, and PhD in Management. He is been teaching marketing communications and related courses

at Master's level for more than a decade and has taught students in India, Sweden, Thailand, and Ghana.

1.2 About the Book:

This Indian edition builds upon the ninth edition of the original book released worldwide. While retaining most of the elements in the international book, it juxtaposes Indian information and examples along with American/Global information. Particularly, Indian information pertaining to media strategy and planning in chapters 10 to 13 would help student familiarize with Indian practices and information sources. The book continues with the integrated marketing communications perspective introduced in the previous edition. More and more companies are approaching advertising and promotion from an IMC perspective, coordinating the various promotional mix elements with other marketing activities that communicate with a firm's customers.

The text is built around an integrated marketing communications planning model and recognizes the importance of coordinating all of the promotional mix elements to develop an effective communication program. Although media advertising is often the most visible part of a firm’s promotional program, attention must be given to direct marketing, sales promotion, public relations, interactive media, and personal selling.

Chapter 1 provides an overview of advertising and promotion and its role in modern marketing. The concept of IMC and the factors that have led to its growth are discussed. Each of the promotional mix elements is defined, and an IMC planning model shows the various steps in the promotional planning process.

Chapter 2 examines the role of advertising and promotion in the overall marketing program, with attention to the various elements of the marketing mix and how segmentation and positioning in this chapter so that students can understand how these concepts fit into the overall marketing programs as well as their role in the development of an advertising and promotional program.

Chapter 3 describes how firms organize for advertising and promotion and examines the role of ad agencies and other firms that provide marketing and promotional services.

Chapter 4 covers the stages of the consumer decision-making process and both the internal psychological factors and the external factors that influence consumer behavior. The focus of this chapter is on how advertisers can use an understanding of buyer behaviour to develop effective advertising and other forms of promotion.

Chapter 5 examines various communication theories and models of how consumers respond to advertising messages and other forms of marketing communications.

Chapter 6 provides a detailed discussion of source, message, and channel factors. It also deals with choosing a celebrity endorser, source power, message factors, and message structure and message appeals.

Chapter 7 stress the importance of knowing what to expect from advertising and promotion, the differences between advertising and communication objectives, characteristics of good objectives, and problem in setting objectives.

Chapter 8 discusses the planning and development of the creative strategy and advertising campaign and examines the creative process.

Chapter 9 attentions are paid to ways to execute the creative strategy and some criteria for evaluating creative work.

Chapter 10 introduces the key principles of media planning and strategy and examines how a media plan id developed.

Chapter 11 discusses the advantages and disadvantages of the broadcast media (TV and radio) as well as issues regarding the purchase of radio and TV time and audience measurement.

Chapter 12 considers the same issues for the print media (magazines and newspapers).

Chapter 13 examines the role of traditional support media such as outdoor and transit advertising, the Yellow Pages, and promotional products, as well as the

tremendous increase in the use of nontraditional branded entertainment strategies such as product placements and product integration.

Chapter 14 looks at direct marketing. This chapter examines database marketing and the ways companies communicate directly with target consumers through various media including mail, infomercials, and direct-response TV commercials.

Chapter 15 provides a detailed discussion of marketers' increasing use of interactive media, including the internet and wireless technologies to market their products and services.

Chapter 16 examines the area of sales promotion including both consumer-oriented promotions and programs targeted to the trade (retailers, wholesalers, and other intermediaries).

Chapter 17 covers the role of publicity and public relations in IMC as well as corporate advertising.

Chapter 18 discusses ways to measure the effectiveness of various elements of the integrated marketing communications program, including methods for presenting and post testing advertising messages and campaigns.

Chapter 19 examines the global marketplace and the role of advertising and other promotional mix variables such as sales promotion, public relations, and the interest in international marketing.

Chapter 20 examines industry self-regulation and regulation of advertising by government agencies such as Federal Trade Commission, as well as rules and regulations governing sales promotions, direct marketing, and marketing on the internet.

Chapter 21 considers the social, ethical, and economic aspect of advertising and promotions.

Book Review 2:

Name of the Book: Advertisement and Brand Building

Author	:	Dr. K. Pongiannan
Publisher	:	New Century Publications
Publish Date	:	2012
ISBN	:	978-81-7708-315-6
Number of Pages	:	194

1.1 About the Authors:

Dr. K. Pongiannan is presently Assistant Professor, Post graduate and Research Department of Commerce, Government Arts College, Dharmapuri, Tamil Nadu. With expertise in the field of marketing of more than 10 years, he has authored two books and published 23 research papers in referred and indexed national and international journals. He has presented 18 papers at national level conferences/ seminars on various areas of commerce.

1.2 About the Book:

In the modern world, advertising remains the most influential element for the promotion of a product/ service. Advertising has become the most crucial and important part of marketing strategies. Attracting and retaining consumers is a challenging task in the present day competitive world.

Advertising has got a different dimension after the integration of world economies in recent years. Consumers are exposed to thousands of commercial messages every day. These messages appear in the form of outdoor advertisements, newspaper insertions, TV commercials, discount coupons, sale contests, door-to-door publicity, event sponsorships, telemarketing calls, e-mails, and so on. They are just a few of the many communication tools that marketers use to intimate and maintain contacts with their existing and prospective customers.

This book contains 12 well topics on different aspects of advertising and brand building. Authored by scholars in the field, they provide deep insights into the requirements of successful marketing in the present day competitive world.

Chapter 1 (Importance of Sensory Branding in Marketing) deals with studying the importance of sensory branding in marketing, role of product design in sensory marketing, need for sensory marketing, multi-sensory marketing, everlasting experience every marketers must use

Chapter 2 (Importance of Brand Equity) deals with defining the meaning of brand equity, importance of brand equity, brand awareness, brand image, perceived quality, brand loyalty, building and managing brand equity, alternative means to brand equity, managing multiple brands and protecting brand equity.

Chapter 3 (**Role of Brand Equity and Brand Preference**) starts with introducing branding, benefits of branding, uses of successful branding, brand name decisions, stages in brand naming. It then deals with the brand sponsor decision, brand strategy decision, brand repositioning, brand platform, brand architecture.

Chapter 4 (Hording Advertisements) start with explaining the meaning of hording advertisements, buyer preference for different types of hording ads, buyer perception on hording advertising.

Chapter 5 (Celebrity Advertising) analyze the increasing trend of using celebrities in advertising, reasons for using celebrities, forms of celebrity advertising, types of celebrity, innovative ways of using celebrity. It then states the benefits of celebrity advertising and then the limitations of celebrity advertising.

Chapter 6 (Television Advertising) deals with a case study on television advertising. It studies the building awareness, creating favorable attitudes and maintenance of loyalty.

Chapter 7 (Customer Satisfaction) contains a case study on customer satisfaction. Variables of customer satisfaction are found out and then deep analysis has taken place.

Chapter 8 (Consumer Behaviour) includes a case study on consumer behaviour in Indian auto industry with special reference to Maruti Suzuki. It has studied the factors influencing on purchase of Maruti Suzuki cars.

Chapter 9 (Service Quality and Customer Satisfaction) assess the relationship between customer satisfaction and service quality of banks and ascertain the important factors of customer satisfaction.

Chapter 10 (Customer Relationship using E-CRM Technology) explains the meaning of Crm and E-crm, gives differences between the CRM and E-Crm, E-Crm strategy components, objectives, implementation, different levels , elements, process, features and benefits of E-Crm.

Chapter 11(CRM in Manufacturing Industry) includes integrated structure of customer relationship management, theory of relationship marketing, customer portfolio management, setup of value plans, value added role and reward and risk sharing.

Chapter 12 (E-Crm in small and medium enterprises**)** introduces the meaning the E-Crm

3.2 Research Gap

From reviewing the above articles, it was concluded that celebrity endorsements can make the advertisement more effective and helps in brand recall but sometimes the negative image of the celebrity affects the image of the brand negatively. There has been lots of research focusing on effectiveness of celebrity and impact of celebrity endorsement. Studies are also done on the match-up concept of celebrity, negative or positive impact of celebrities, how to choose celebrities, characteristics required in celebrities etc. A comparison study is yet not been done in the field of celebrity and non celebrity endorsement. None of the researcher has focused on direct comparison between celebrity and non- celebrity endorsement and its effectiveness. A deep study is required on the impact of celebrity endorsement versus non celebrity endorsement on the consumer buying behaviour with special reference to FMCG products.

3.3 Justification and Relevance

Businesses have long sought to distract and attract the attention of potential customers that live in a world of ever-increasing commercial bombardment. Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of an unsuspecting person's time to inform him or her of the amazing and different attributes of the product at hand.

After reviewing the research papers it has been observed that the studies relating to the impact of celebrity and non- celebrity endorsement on consumer buying behaviour are very rare.

In this backdrop I have opted the topic for the purpose of research on "**Impact of Celebrity and Non Celebrity Endorsement on Consumer Buying Behaviour (With special reference to FMCG Products)".**

3.4 Objectives of the Study

Every research study is conducted with some explicit purpose. The intention of present research study is to ascertain answers to the questions through the application of technical procedures and methods. The main objectives of the research are:

- To study consumer perceptions regarding celebrity and non-celebrity endorsers in advertisements.
- To know the impact of celebrity endorsement and non- celebrity endorsement on the consumer buying behaviour with special reference to FMCG products.
- To identify various product categories where non-celebrity endorsement will be more effective as compared to celebrity endorsement.
- To examine the impact of dependent and independent variables of celebrity endorsement and non celebrity endorsement like physical attractiveness, trustworthiness, expertise and likability.
- To compare the impact of celebrity endorsement and non- celebrity endorsement on the consumer buying behaviour with special reference to FMCG products.

3.5Scope

What will make this research interesting is that it will enable us to understand the celebrity endorsement for FMCG products from an Indian consumer point of view as well as non-celebrity endorsement. In FMCG (Fast Moving Consumer Goods), there is co-existence of both endorsements in the advertisements in any media. Not much work has been seen in the Indian light for comparative study of both on the various product categories. Indian consumer attitudes are changing at a rapid pace and they are becoming more aware of the products that they use. The research is carried out to obtain a view amongst Indian Consumers about celebrity and non-celebrity endorsement.

3.6 Hypothesis

Identification of research problem and development of hypothesis lays down foundation for conduction of any research. Hypothesis are the tentative statement or assumption about any research study. For the purpose of this research the following hypothesis have been formulated.

Hypothesis to be tested:

$H_{0:}$ There is no significant difference between the impact of celebrity endorsement and non- celebrity endorsement on the consumer buying behaviour.

$H_{a:}$ There is a significant difference between the impact of celebrity endorsement and non- celebrity endorsement on the consumer buying behaviour.

3.7 Research Methodology

It is science of studying how research is to be carried out. Essentially the procedure by which researcher goes about their work of describing, explaining and predicting phenomena are called research methodology. It is also define as the study of methods by which knowledge is gained**.**

Research Design

Research design is a frame work of research process. The study will be based on exploratory and descriptive research design. An exploratory research is conducted, where the relationships between different variables are tested. The exploratory study is executed by testing how consumers are influenced by different advertisements endorsed by either non-celebrity or celebrity.

Descriptive Research Design

The kind of research is used to describe characteristics of a group, object or individual. The study will be done with special reference to consumers in Jaipur. Secondary data is collected for this research design.

Exploratory Research Design

This type of research is useful for the research study as the researcher has very little knowledge about the area and wants to explore new ideas in research. This research design is based on primary data.

3.8 Sample Design

To meet the objectives and to test the hypotheses samples will be drawn from the capital city of Rajasthan that is **Jaipur.**

Sample Type **:** Convenience Sampling Method

Sample **:** Consumers

Sample Size **:** Sample Size determined by using Krejcie $

Morgan table (1970).

Area of survey : Jaipur

The sample size for this study is 600.

3.9 Variables

Variables are the final forms on which study is conducted. On the basis of the hypotheses mentioned, various variables have been defined. A variable is a quantity that varies in the course of the research work or that have different values for different samples in the study.

Dependent Variable – Consumer Buying Behaviour

Independent Variable – Celebrity Endorsement and Non- Celebrity Endorsement Physical attractiveness, Trustworthiness, expertise and likability.

3.10 Data Collection Method

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Regardless of the field of study or preference for defining data (quantitative or qualitative), accurate data collection is essential to maintaining the integrity of research. Both the selection of appropriate data collection instruments (existing, modified, or newly developed) and clearly delineated instructions for their correct use reduce the likelihood of errors occurring.

Types of Data Collection:

Generally there are three types of data collection and they are:

1. Surveys: Standardized paper-and-pencil or phone questionnaires that ask predetermined questions.

2. Interviews: Structured or unstructured one-on-one directed conversations with key individuals or leaders in a community.

Consequences from improperly collected data include:

- Inability to answer research questions accurately;
- Inability to repeat and validate the study.

1. Collection of Data

For the present study both primary and secondary data shall be collected:

Types of Data

Primary Data: Data will be collected with the help of questionnaires, discussion and observation.

- Questionnaire- Primary data has been collected through questionnaire filled from 600 respondents. The respondents will be selected by convenience sampling.

Secondary Data: Data which is collected from some previous research work, journals, newspapers, magazines, articles and research papers.

Study largely depends on primary source of data. In respect to support the information's reference, secondary data has been taken from journals, articles, internet both published and unpublished.

Chapterisation

Chapter: 1 Introduction

1.1) Meaning of Celebrity

1.2) Meaning of Non- Celebrity

1.3) Meaning of Celebrity Endorsement

1.4) Essentials of Celebrity Endorsements

Chapter: 2 FMCG

2.1) Introduction to FMCG

2.2) Characteristics of FMCG

2.3) List of FMCG Companies

Chapter: 3 Research Methodology

3.1) Review of Literature

3.2) Research Gap

3.3) Justification & Relevance of Study

3.4) Objectives of Study

3.5) Scope

3.6) Hypothesis

3.7) Sample Design

3.8) Variables

3.9) Data Collection Methods

Chapter: 4 Data Analysis & Interpretation

4.1) Graphical Analysis

4.2) Statistical Analysis

Chapter: 5 Conclusions

5.1) Findings

5.2) Suggestions

5.3) Scope for Future Research

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Appendices

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